



MAKING A DIFFERENCE...

Three decades of path breaking Research, Advocacy and Capacity Building in Social Development, Environment, Communication, Media and Transparency issues to work towards a vision of Equitable Development and Responsive Governance.

Annual Report 2019 – 20

THE CMS EDGE

Experts: Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience on a wide range of subjects.

Specialist Teams: CMS Social, CMS Environment, CMS Communication, CMS Transparency, CMS Media Lab, CMS Survey, CMS Advocacy and CMS Academy.

Resources: State-of-the-art facilities for research, documentation, data analysis and training.

Ethics in Research: CMS has an internationally recognized Institutional Review Board (CMS-IRB) to review protocols of research & evaluation concerning human participants.

Coverage: A network of field researchers across the country, a fully-equipped National office in New Delhi, in addition to a strong contact base across the country.

Unique Methodologies: Constantly developing rigorous, customised research & evaluation methodologies to study complex and dynamic issues.

Beyond Research: Specialised in organising workshops, seminars, symposiums, awards, corporate engagements and outreach programmes to strengthen capabilities and advocate on emerging national challenges.

CMS CORE COMPETENCIES

**Policy Research | Socio-economic Development Research | Monitoring and Evaluation
Communication Strategies | Advocacy | Capacity Building**

CMS SERVICES

Research

- Monitoring and Evaluation
- Scoping and Formative
- Feasibility
- Needs and Impact Assessment
- Baseline, Mid Term and End-line
- Pre Testing SBCC/IEC Material
- Process Documentation
- Media Content Analysis
- Policy Review
- Opinion Polls

Advocacy

- Orientation & Exposure Visits on Social & Development Issues for Media, Research Scholars, Academicians, Corporates & Civil Society
- Media Fellowships
- Workshops, Seminars and Symposiums
- Publications
- Felicitations/Awards
- CSR Programmes
- Film Festivals and Competitions

Capacity Building

- Design & Conduct Capacity Strengthening Programmes
- Develop Modules & Course Curriculum
- Faculty/Teacher Development
- Quality Standards Resource

CONTENT

1. Note from DG	5
2. At a Glance	6
3. Highlights	8
4. Projects/ Studies	12
5. Significant Contributions by teams	14
6. Knowledge Products	34
7. Media Presence	36
8. Leadership	37
9. Professionals	39
10. Participation in other Initiatives	40
11. Financial Summary	42
12. CMS Partners	43



NOTE FROM DIRECTOR GENERAL

The year 2019-20 was a hectic year with wide range of programs and projects across the country. This report captures the significant efforts and initiatives undertaken by CMS team during this year.

A range of significant studies, advocacy initiatives and capacity strengthening efforts have marked this year. The research and evaluation studies on nutrition, health and food security were important to make decision regarding program planning and implementation. The advocacy with entertainment industry for more responsible and socially relevant programming, was innovative. It resulted in forming a collective of like minded organisation, called The Change Narrative Alliance. A series of workshops and orientations with Doordarshan officials resulted in adopting a guidelines for more gender sensitive programming. The 10th competitive international film festival and forum on environment and wildlife – CMS VATAVARAN, was successfully held with range of engagements with a wide number of stakeholders. For capacity strengthening, workshops and fellowships were organised for Journalists on issues related to climate change, energy efficient buildings and road safety. CMS also published wide range of relevant informations in form of manuals, guidelines, reports, web resources and articles to document and support these initiatives.

The changing climate of suspicion and new regulations specially for civil society organisations in our country has made it challenging for unique organisations like CMS to survive. However, our goodwill, credibility and also dedicated efforts of transparency have stood in good deed to manage and undertake all these projects during the year. I am particularly appreciative of the dedicated colleagues in CMS who were able to meet and complete all the projects in time. I take this opportunity to thank CMS Chairman Dr N Bhaskara Rao and the CMS Managing Committee Members for their continued guidance and support.

It was by this year end that the COVID epidemic bought everything and everyone to change their way of living and working. We all at CMS have tried in our own way to manage and cope with these requirements. Work from home is continuing since mid March 2020 and all required cleanliness requirements are being made at office for team members to attend office as and when required.

Clearly, this epidemic has made us all introspect on how we can contribute in our future governance and social development challenges. We are open to any suggestions and advice regarding the same, as we also review our efforts on the occasion of completing 30 years of our existence next year (2021).

In solidarity

P N Vasanti, PhD
Director General, CMS



CMS AT A GLANCE

Since 1991 inception in, CMS has carved out a niche for itself as an interdisciplinary professional body with a wide range of concerns and capabilities

VISION

CMS endeavours to conduct path breaking Research, Advocacy and Capacity Building to facilitate a vision of Equitable Development & Responsive Governance.

MISSION

To provide global leadership and **excellence** in *Research*, Advocacy and Capacity Building in Social Development, Environment, Communication, Media and Transparency issues through innovation and partnerships.



Who We Are?

Established in 1991, CMS is an **independent, not-for-profit organisation** dedicated to multi-disciplinary research-driven initiatives that enable policy makers to take informed decisions on development and social change to improve quality of life.

We have been engaged in **Monitoring & Evaluation, Research, Advocacy** and **Capacity building on Social Development, Environment, Communication, Transparency and Governance** issues at local and national policy levels

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed **over 750 projects** in collaboration with **partners** across the globe.

CMS facilitates debate and discussion on issues of national significance. It has emerged as a major stakeholder in creating consensus among different sections of society and as a contributor towards the evolution of appropriate policy or program responses to a wide array of issues.

How We Work?

We believe that, ***“Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.”*** Research can enable change through informed decision-making about programs, policies and practices. We also believe that local knowledge and values are vital in building sustainable lives.

Our **approach is collaborative** and **stakeholder involvement** has always been at the crux of what we do. Our projects help to build capacity and strengthen institutions to equip our partners for the long term.

In a nutshell, CMS promotes active citizenry by engaging corporations, creating media alliances, supporting policy makers and developing civil society partnerships to address emerging national challenges.

Where Do We Work?

We work across the country through network, agencies, universities.

CMS has a fully-equipped Office in New Delhi with state-of-the-art research, documentation, data services and training facilities. It also has a network of field researchers across all the states of the country and a strong contact base nationally as well as internationally across the globe.

Located in the heart of New Delhi, the **CMS office** has its own **five-story building**. CMS is well-equipped with in-house data processing and high-end computation facilities, with broadband connectivity along with **updated software for quantitative and qualitative data analysis.**



Highlights 2019-20

Significant initiatives in this financial year are listed below:

- ◆ CMS in collaboration with UNICEF India and National Academy of Broadcasting and Multimedia (NABM) organised a three-day workshop for All India Radio (AIR) program team on Developing Guidelines on Gender Responsive Programming, from May 13-15, 2019. This workshop has also examined the ways in which Gender related issues can be effectively worked on content planners and producers on how to use their programs to promote gender equality and encourage change rather than perpetuate gender stereotypes. There were 23 participants from various AIR Kendras.
- ◆ CMS conducted one-day orientation workshops at various Doordarshan Kendras on the newly developed Guidelines for Gender Sensitive Programming. Approx. 20-30 officials from each Kendra participated in respective Kendra workshop
 - July 19, 2019 at Trivandrum
 - July 26, 2019 at Ahmedabad
 - July 31, 2019 at Srinagar
 - August 7, 2019 at Mumbai
 - September 5, 2019 at Kolkatta
 - September 14, 2019 at Patna
 - September 17, 2019 at Lucknow

- ◆ CMS VATAVARAN collaborated with The Ministry of Environment, Forest and Climate Change (MoEFCC) for the Short Film Competition on Pollution - with emphasis on Air Pollution. The Hon'ble minister Shri Prakash Javadekar announced the 'Call for Entry' of the competition on the 'World Environment Day' conference at The Ashok on June 06, 2019. It is an initiative to highlight the sensitive issue of Pollution and indulge young and talented filmmakers to create films that could help spread and sensitize audience about the hazardous effects of pollution on human beings and on nature. Calling Students (School & College), Amateur and Professional Filmmakers to submit entries for the Short Film Competition & Festival, 2019. Films upto 3 Minutes were invited on the given theme "Pollution
- ◆ As a prelude to the 10th CMS VATAVARAN, a number of film screenings and Mini Himalayan Film Festival were organized across NCR region from July to October, 2019. These schools hosted film screenings, competitions around the theme of Celebrating Himalayas. The following schools participated in these activities: Sri Venkatesh International School, Gyan Mandir Public School, Summer Field School, St. Mark's Sr. Sec. School, ASN Sr. Sec. School, Navy Wives Welfare Association (NWWA), Shaheed Rajguru College of Applied Sciences for Women, Lingaya's Vidyapeeth, Faridabad and Miranda House were part of it. Each school had approximately 800 students participating in the Mini Film Festival, there were interactive sessions after each film screening with the CMS VATAVARAN team, where students shared what they learned from the film and how they can contribute towards nature conservation.
- ◆ The 10th Competitive edition of CMS VATAVARAN Nomination Jury Meet was held from July 23 to 25, 2019 at the Amity School of Communications, Noida. The Jury was chaired by Padmashree Dr. Anil Prakash Joshi. The panel comprised of 35 members (26 eminent professionals including environmentalists, journalists, academia from film and communication background and 06 Student Jurymembers from Amity School of Communication and 03 School Students members)
- ◆ The 10th Competitive edition of CMS VATAVARAN Award Jury Meet was held from August 30-31, 2019 at The Lemon Tree Premier Hotel, New Delhi. An illustrious group of 12 personalities from cinema, film festivals, media, environment and wildlife sector was part of this award jury and selected awardees for the prestigious CMS VATAVARAN awards from the 76 nominated environment and wildlife films. The Jury was chaired by India's Sherpa to the G20 Shri Suresh Prabhhu and Co-chaired by Shri R R Rashmi, Distinguished Fellow & Programme Director, Integrated Policy Analysis, TERI
- ◆ CMS VATAVARAN was supported MOEF&CC during 14th session of the Conference of the Parties of the United Nations for organizing conference and series of events the India Pavilion. Also CMS VATAVARAN organized a Panel Discussion on "Cold Desertification in the Himalayan Region: Lessons for Adaptation & Mitigation" September 04, 2019 and Green Film Making Workshop on September 06 at the India Expo Center and Mart, Greater Noida.
- ◆ CMS VATAVARAN in partnership with IHCAP organized a three-day "National Media Consultation on Climate Change reporting in the Himalayas" from September 21 to 24, 2019 fostering extensive discussions around the journalism and storytelling pertaining to the Himalayan ecosystem. The event took place in New Delhi and Kullu and brought together journalists, reporters, stringers policy framers and change makers – to share their understanding on and around the Himalayas. More than 30 environment journalists from all over the country, including the Himalayan states were participated.



- ◆ The 10th CMS VATAVARAN International Film Festival and Forum on Environment & Wildlife, was organised from November 27-30, 2019 at Dr. Ambedkar International Centre, New Delhi. The festival saw enthusiastic participation of nominated filmmakers from many countries including Canada, Israel, Germany, USA, Nepal, Bangladesh and from various Indian states. Several eminent conservation experts and nature enthusiasts, participated in this festival, including “Waterman of India” Mr. Rajendra Singh, Ms. Marylaure Crettaz, Head Swiss Cooperation Office and Counsellor, Mr. Ravi Aggarwal, Additional Secretary MOEFCC, Dr. Akhilesh Gupta, Adviser & Head (SPLICE), DST, Ms. Naaz Rizvi, NMNH, Grammy Awardee Ricky Kej, Noted film makers Mr. Raghunath Belur, Ms. Sugandhi Gagadhar, Mr. Dinesh S. Yadav, Mr. Nandan Saxena, Ms. Kavita Behl and Mr. Anoop Khajuria. Close to 3000 participants were part of this four-day film festival and forum. The festival also attracted a lot of younger audience with a rise in attendees from college students studying environment, science and media & journalism studies.
- ◆ CMS Advocacy under the IHCAP of the Swiss Agency for Development and Cooperation (SDC) and Department of Science and Technology (DST), GoI in collaboration are jointly organized media workshops on adaptation to climate change in the Indian Himalayan Region (IHR) in Jammu & Kashmir

on July 9-11, 2019. Many eminent speakers like Mr. Sonam Lotus, Director, IMD, Shri B. Siddhartha Kumar, PCCF & Director, Department of Ecology Environment and Remote Sensing, Jammu Kashmir and Mr. Sonam Wangchuk, Founder, SECMOL, Leh, spoke about the different aspects of climate change. The media participants were taken on a field visit to witness and understand the interventions on Climate Resilient Agriculture by National Adaptation Fund on Climate Change (NAFCC) and Soil Testing Laboratory in Badgam District of J&K and Directorate of Agriculture, Kashmir to gain further insights on the project.

- ◆ CMS Advocacy organised launch event of 'Media Engagement Program on Energy Efficient Building' under the project BEEP on September 09, 2019. The Building Energy Efficient Project (BEEP) is a bilateral cooperation project between Ministry of Power, Government of India, and the Federal Department of Foreign Affairs (FDFA) of the Swiss Confederation. This event launched by Sh. Raj Pal from Ministry of Power, GoI at The Lalit Hotel, New Delhi. The event seeks to engage experts and media persons from the field of Power, Energy, Environment, Housing and Urban Development and other related fields to work together towards creating awareness among general public. The launch event is being organised as part of the international conference on Building Energy Efficiency (ANGAN).

- ◆ CMS organized a roundtable discussion on “Poll Expenditure” and released of “CMS report on Poll Expenditure, the 2019 Elections” by Dr S Y Quraishi, Former Chief Election Commissioner, Mr. D. R. Karthikeyan, Former Special Director of the Central Bureau of Investigation and Dr N Bhaskara Rao, eminent Social Scientist & Chairman CMS on June 3, 2019 at IIC, New Delhi.
- ◆ CMS collaborated with Asian Centre for Entertainment Education - The Third Eye, for 4th Edition of Elevate 2019 - the annual conclave for storytellers, research scientists, social scientists, development experts and specialists organised on June 13, 2019 in Mumbai.
- ◆ CMS & UNICEF organized a consultation on Insights from Indian Media on Pro-Social Content: Power of Entertainment in Social Transformation at IIC, New Delhi on Sep 10, 2019 in collaboration with the Social & Behaviour Change Communication Alliance (SBCCA) & The Change Narratives Alliance (TCNA)
- ◆ CMS Advocacy in partnership with WHO, organized a media workshop for the Road Safety Media Fellows on October 30-31, 2019 at New Delhi. Mr. Abhay Damle, Joint Secretary, Ministry of Road Transport & Highways and other eminent experts speaking on The Motor Vehicles (Amendment) Act 2019 and other aspects of road safety and media experts also shared their experiences about covering the stories on the Road Safety. A second media workshop was organised on December 10-11, 2019 in Bangalore, Karnataka
- ◆ CMS Advocacy organised two state level training workshops on the issue of building energy efficiency in Jaipur, Rajasthan on November 4-6, 2019, and Ahmedabad Gujarat on December 19-20, 2019 under the Media Program on Energy Efficient Buildings (BEEP). A launch event for the Media Program was also organised as part of the international conference on energy efficiency held in New Delhi. The program of engaging the media is continued and the objective of these workshops is engaging media persons to promote climate change reporting and about energy efficient buildings among media persons and thereby increasing the awareness to reduce the consumption of energy in the buildings among the masses. The detailed report of the proceedings of workshop for each state, including overall feedback from participants, have been published.
- ◆ EvalFest 2020, organized on February 12-14, 2020 at IHC, New Delhi by Evaluation Community of India in collaboration with CMS and other partners. The conference aims to provide an opportunity for sharing knowledge and best practices in evidence building for achieving SDGs.
- ◆ CMS and UNESCO has organised a media workshop on “Promoting Online Safety of Women Journalists” in New Delhi at IWPC on March 12, 2020.





Projects & Studies in 2019-20

CMS has worked with **International and National partners** to execute over 31 projects in the financial year 2019-20. The following is the list of all the projects and studies undertaken:

1. Capacity Strengthening on 'Promoting Online Safety of Women Journalists', UNESCO
2. Community mobilization for Improved Access to SRH Services and Information among Young Women and Men in two selected Tribal Blocks of Jharkhand, India: A Baseline Evaluation Study, IPAS Development Foundation
3. Conducting GIM Survey for Heifer International's Hatching Hope Global Initiative Project Pathway-1 in Mayurbhanj district of Odisha, Heifer Project International
4. Periodic Lean Survey to Monitor and Evaluate the Performance of Samvad Programme in Bihar, Jharkhand, Chhattisgarh, Odisha and Uttarakhand, Digital Green Trust
5. Assessment of Central Assistance for intra-state transportation, handling and fair price shop dealers' margins, UN World Food Programme
6. Regular Monitoring of Centrally Sponsored Programmes & Schemes, MORD in Uttarakhand-Phase-1, MoRD
7. Regular Monitoring of Centrally sponsored Rural Development Programmes and Schemes in Jharkhand, Ministry of Rural Development, GoI
8. Baseline Research & Video Interview Exercise among Dharmalife Entrepreneurs in 3 District of Uttar Pradesh, Dharma Life Foundation and London Business School
9. Effectiveness of IEC Intervention on Woman's Decision for Accessing Reproductive Health Services in Bihar and Uttar Pradesh, Ipas Development Foundation
10. Decentralized Evaluation of Fortification of Mid-Day Meal Programme in Varanasi, Uttar Pradesh, UN World Food Programme



11. Assessment of Availability of Medical Abortions Drugs in the Market, 2020-Phase II, FRHS India
12. Market Intervention for Nutritional Improvement, SOAS University of London
13. 10th CMS VATAVARAN International Environment and Wildlife Film Festival & Forum, Embassy of Switzerland
14. Organizing the Short Film Competition & Festival (2019) for MoEF&CC in partnership with CMS VATAVARAN, MOEF&CC
15. Conducting Travelling Film Festival and stakeholder Engagement activities in secure Himalaya in Ladakh, HP, UK & Sikkim, SECURE Himalaya Project, UNDP
16. Selecting suitable short films, documentaries & movies on rivers to be screened on Ganga Utsav, GIZ
17. EE Study Gender Sensitization of Doordarshan and Developing an EE Alliance, Unicef
18. Media Engagement Program on Energy Efficient Buildings; BEEP-SDC
19. Developing a documentary film on climate change and adaptation measures in Tamil Nadu CCA-RAI (GIZ)
20. Road Safety Media Fellowship; WHO 2019-20
21. DST-SDC Media Fellowship for Reporting on Climate Change in Indian Himalayas, Embassy of Switzerland
22. Media engagement programme on climate change adaption in the Indian Himalayan Region (IHR), Embassy of Switzerland
23. Evaluating the Youth First Program- Bihar -Impact Evaluation – Data Collection Round 3, CoreStone
24. Formative Evaluation of the Communication Process used for the National Measles Rubella Vaccination Campaign, for inclusion in Routine Immunization, UNICEF
25. CMS-Assessment of the power and Frequency of Marketing of Foods and Non-Alcoholic Beverages to Children in India, WHO
26. End Line of EAISI project in Gujarat & Rajasthan, Engender Health
27. Conducting study on home based tracking of IUCD clients-Round 2, Engender Health
28. Monitoring the Audience Engagement in Main Kuch Bhi Kar Sakti Hoon—Season 3, an Entertainment-Education Initiative in India, Population Foundation of India (PFI)
29. Recurring Grant for ENVIS Resource Partner (RP) on “Communication and Electronic Media”, MoEFCC
30. Endline Evaluation of Entertainment Education Intervention (EEI), REC/PFI
31. Evaluating the youth first program - Bihar, CORSTONE



The research and evaluation studies conducted by CMS Social team have facilitated program partners in making corrective measures, as well as to take a note of the findings in their future programs.

Eight Research, Evaluation & Monitoring assignments, including long-term and short-term, were completed by CMS Social in FY 2019-20.

Significant Contribution

- ◆ **Targeted Public distribution system (TPDS)** caters to around two-third of India's population. Fair Price shops and Transporters are key players in the supply chain of TPDS. To bring transparency and accountability in the supply chain system, automation of food grains distribution through e-POS (electronic Point of Sale) device is implemented across the states. The Government of India through United Nations World Food Programme assigned CMS Social to undertake an assessment of central assistance for intra-state transportation, handling and fair price shop dealers' margins, across seven states. Stakeholders, which included senior state and district level government officials, officials of Food Corporation of India, transporters/transporters association and Fair price shop owners from district HQs, peri-urban as well as from remote and hard to reach locations of the states, were visited to collect data and information. The report with detailed analysis of economics of cost and income will help the Government of India to take policy level decisions on price revision in terms of commission and margins to be paid.

- ◆ **Reduction in maternal and child morbidity and mortality** need sustained communication efforts at community level. CMS Social is M&E Partner to Digital Green's Program '*Samvad* (Conversation) on maternal and child nutrition and family planning outcomes, across five states, since August 2018. Periodic lean surveys across several districts and villages are conducted every quarter in two states, Bihar and Jharkhand, and half-yearly surveys in states namely, Chhattisgarh, Odisha and Uttarakhand. The findings' report after every round provides much needed insights to the programme team to plug the gaps and improve programme interventions. London School of Hygiene and Tropical Medicine (LSHTM) is a technical consultant on M&E to Digital Green for the project.
- ◆ **Social development and financial inclusion** of population remains the guiding force behind Ministry of Rural Development, Government of India to support centrally sponsored rural development programmes in all states including Himalayan and North-Eastern states. CMS Social professionals as National Level Monitor (NLM) have provided insights to union, state and district administrations to further improve the programme reach and achievements of the rural development programmes.



- ◆ **Entrepreneur skills to women** are critical for women empowerment and gender equality. Prior to capacity building of women by Dharma Life Foundation and supported by London Business School, CMS Social team supported the project by conducting a Baseline survey and Thin Slicing Assessment of more than a thousand potential female entrepreneurs in three districts of Uttar Pradesh namely, Ambedkar Nagar, Ghazipur and Jaunpur. In addition to the traditional baseline survey, the 'Thin Slicing' exercise help to capture behavioral stream and important to get diagnostic and predictive social psychological information. .
- ◆ **Improving nutritional deficiency** among school-going-age children is very much needed in India and in states like Uttar Pradesh. Fortification of mid-day meal (MDM) served to the students of primary and upper primary grades in government schools was one of the ways envisaged by the UN World Food Programme, supported by the Government of Uttar Pradesh, as a pilot project in Varanasi district of Uttar Pradesh. CMS Social team as an evaluation partner to the programme conducted both baseline (2018) and endline (2020) evaluations, using mixed methods approach. Along with analyzing the change

in key behavior indicators due to the programme intervention, the evaluation looked in to Standard of Living Index (SLI); Food Consumption Score (FCS); Operational feasibility and Cost estimation for scaling-up this pilot project of MDM fortification to all districts of Uttar Pradesh.

- ◆ **Medical Termination of Pregnancy** is legal by an Act of 1971 in India. Still millions of women continue to go for unsafe abortion every year due to stigma attached with abortion and hesitation among service providers including chemist shops, to provide their services. CMS Social in Phase two of the assessment study on availability of medical abortion (MA) drugs in the market for Foundation for Reproductive Health Services, India (FRHS India) conducted the study in six states (four states in phase 1) to assess the prevailing scenario with regard to the availability of MA drugs in the market, knowledge & practices, rules & regulations related to MA drugs' dispensing. The assessment findings will help to do advocacy for simplifying the process of MA drugs distribution and sensitize retail chemists to stock and sell MA drugs without any fear amid doubts.



CMS Environment

Promoting Responsibility

The CMS Environment team undertakes policy research and advocacy aimed at creating sustainable solutions for environment protection. In 2019-20, efforts of this team were focused on CMS VATAVARAN.



Initiated in 2002, CMS VATAVARAN is a pioneering international festival of films on environment and wildlife.

Using films as a window to delve into nature, the festival showcases the best of Indian and International films and documentaries, presenting nature stories from all over the world, stories on critical ecological and developmental challenges faced today, some of the most compelling practices, as well as enchanting snippets on the diversity of our planet.

Over the years, our efforts have led to an enhanced understanding of the natural world and its conservation.

The focus of the 10th edition of CMS VATAVARAN had the theme “Celebrating Himalayas”.

The attempt is to highlight the importance of the spectacular mountain ecosystem in the current climate change discourse and action.

Filmmakers were encouraged to explore this theme and make films that showcase the spirit and serenity of this majestic region.

CMS VATAVARAN ensures that the message of all such films gets amplified by showcasing them across a wide variety of platforms and stakeholders.

Nominated films of CMS VATAVARAN travel across India and the world to various other festivals, seminars, theatres, universities, television channels and forums.

Over the years, our aim is to not only to showcase these films among film lovers, critics, buyers, broadcasters, but also to policy makers, scientists, experts, media, students and communities interested in participating in efforts to conserve and preserve our environment or to address contemporary environmental issues.

CMS VATAVARAN is also respected widely for the high standards it has set in the judging of films – the impartiality of the process and involvement of eminent personalities from across a wide spectrum.

Selection of a film in the festival will therefore be an acknowledgment of creativity and ingenuity, in addition to opening doors to new learning and opportunities.

10th CMS VATAVARAN pre-event: The Facebook Instagram, LinkedIn and twitter pages of CMS VATAVARAN carried regular updates on environment and wildlife issues.



Peer Review: We received more than 1020 films touching upon unique themes within Environment and Wildlife. A team performed quality checks and appraised the appropriateness of each of the film entries reviewed 287 (132 national & 155 international) films shortlisted for Jury out of which 77 Films Nominated (45 National & 32 international) by the 35- member Nomination Jury in this edition of the festival. A compilation of all films entered in the festival were then showcased in the festival directory.

Nomination Jury: The 10th Competitive edition of CMSVATAVARAN Nomination Jury meet was held from July 23 to 25, 2019 at the Amity School of Communications, Noida. This three- day jury process included viewing, judging and selection of films that have been received in various categories from across the globe.

The nomination jury of this edition comprised of 35 eminent personalities from widely divergent sectors and streams.

Eminent green activist, social worker, botanist and the founder of Himalayan Environmental Studies and Conservation Organization (HESCO), a Dehradun-based NGO, Padmashree Dr. Anil Prakash Joshi, was the Chairperson of the Nomination Jury.

Award Jury: The 10th Competitive edition of CMS VATAVARAN Award Jury Meet was held from August 30-31, 2019 at The Lemon Tree Premier Hotel, New Delhi. An illustrious group of 12 personalities from cinema, film festivals, media, environment and wildlife sector



was part of this award jury and selected awardees for the prestigious CMS VATAVARAN awards from the 76 nominated environment and wildlife films. The Jury was chaired by chaired by India's Sherpa to the G20 Shri Suresh Prabhu and Co-chaired by Shri R R Rashmi, Distinguished Fellow & Programme Director, Integrated Policy Analysis, TERI.

The Award Jury watched all the nominated films in 9 categories. This Award Jury was the final stage in the selection process, which was preceded by the Peer Review and Nomination Jury respectively. In all, this Jury decided 22 Awards in 9 Indian Categories (ranging from Rs 25,000 to Rs 1,00,000 each) and 7 International Categories.

As a prelude to the 10th CMS VATAVARAN, a number of film screenings and Mini Himalayan Film Festival were organized across NCR region from July to October, 2019. These schools hosted film screenings, competitions around the theme of Celebrating Himalayas.

The following schools participated in these activities : Sri Venkatesh International School, Venkatesh International School, Shaheed Rajguru College of Applied Sciences for Women, Gyan Mandir Public School, Navy Wives Welfare Association (NWWA), Summer Field School, Miranda House, DU, St. Mark's Sr. Sec. School, Meera Bagh, St. Mark's Girls Sr. Sec School, Meera Bagh, ASN Sr. Sec. School, Mayur Vihar, Lingaya's Vidyapeeth, Faridabad



Highlights of the 10th CMS VATAVARAN :

Call for Entry for the 10th Competitive edition of CMS VATAVARAN was announced one year in advance, as the theme requires much research, understanding and efforts.

The 10th CMS VATAVARAN International Film Festival and Forum on Environment & Wildlife, was organized from 27 - 30 November 2019 at the Dr. Ambedkar International Centre, New Delhi, India. The beautiful and reverent venue gave this festival a special benediction

This year, the festival saw enthusiastic participation of nominated filmmakers from many countries including Canada, Israel, Germany, USA, Nepal, Bangladesh and from various Indian states.

Several eminent conservation experts and nature enthusiasts participated in this festival, including Waterman of India Shri Rajendra Singh, Ms. Marylaure Crettaz, Head Swiss Cooperation Office and Counsellor, Mr Ravi Aggarwal, Additional Secretary MOEFCC, Dr. Akhilesh Gupta, Adviser & Head (SPLICE), DST, Ms. Naaz Rizvi, NMNH, Grammy Awardee Ricky Kej, Noted film makers Mr. Raghunath Belur,

Ms. Sugandhi Gagadhar, Mr. Dinesh S. Yadav, Mr. Nandan Saxena, Ms. Kavita Behl and Mr. Anoop Khajuria.

Close to 3000 participants were part of this four-day film festival and forum. The festival also attracted a lot of younger audience with a rise in attendees from college students studying environment, science and media & journalism studies.

During the inaugural function of the 10th CMS VATAVARAN Film Festival and Forum several dignitaries like Mr. Suresh Prabhakar Prabhu, formerly the Minister of Commerce & Industry and Civil Aviation, Ms. Tamara Mona, Deputy Head, Embassy of Switzerland in India; Shri Ravi Agrawal, Additional Secretary, MoEF&CC; Dr. N. Bhaskara Rao, Chairman, CMS, and other senior officials from the Ministry were present.

At this inaugural, the CMS IHCAP Environment Journalist awards were presented. The 2019 IHCAP - CMS Young Environmental Journalist Award was conferred to Nidhi Jamwal (Freelance), Bhaskar Tripathi (IndiaSpend), Milan Sharma (Aaj Tak), Jayshree Nandi (Hindustan Times), Rahul Manv (Dainik Jagran).

Each day consisted of screening of total 166 nominated films of the 10th competitive edition of CMS VATAVARAN and 2019 Short Film Competition and Festival on Air Pollution in two halls simultaneously. Apart from film screening several workshops, masterclasses on Green

Film making/ 4K Filmmaking, and painting competitions for various participating school & college students conducted by the NMNH was also organized.

With the help of WWF India, a training session for teachers on “Building Conservation Leadership through Education” and workshop for students on “Green Careers – Environment, a Cause and a Career” was organized. Apart from with the help of IUCN-CEC & FLEDGE, a panel discussion on “Role of Education and Communication in Conservation and Development” was also organized.

A two day 4K Filmmaking workshops conducted by Mr. Nandan Saxena and Kavita Behl, and master classes on Green filmmaking by Mr. Anoop Khajuria and Mr. Dinesh S. Yadav also turned out to be a huge success with full-packed, enthusiastic participants.

Another session for the youth on “Music for the Wild”, an Interaction with Grammy® Winner Ricky Kej was the highlight on the first day of the festival. Followed by the premier of the film “Wild Karnataka”.

Other special programmes that were part of the 10th edition was the Himalayan Summit on Climate Change organised with support of IHCAP, Swiss Development Agency and Department of Science and Technology,

Gol. It brought together IHCAP Partners and State Nodal agencies with the objective to share experiences of on their endeavours, process and impact of climate change adaptation related activities under NMSHE. This two-day Summit also provided an opportunity to share respective efforts, knowledge products and the outcome sustainability for achieving NMSHE mandate.

To announce and present the prestigious CMS VATAVARAN awards to filmmakers, and conservationists, a gala awards nite was hosted on the last day of the festival. During this ceremony 21 awards were presented to filmmakers for their well-deserved films. The Discovery India – CMS Best of Festival Award 2019 presented to Mr. Ajay Bedi and Mr. Vijay Bedi for their film “The Secret Life of Frogs”. The Awards were selected from 76 nominated films by an eminent Jury chaired by Mr. Suresh Prabhu, in 9 categories for Indian and International films.

The MoEFCC and CMS VATAVARAN also organized a Short Film Competition & Festival for the first time on the theme of Pollution. The competition received 326 entries from all over India, in School students, Amateur/ College students and Professional/ Film studios categories. In all, 10 Films were selected for award out of the 90 nominated films by an eminent Jury chaired by Shri Ramesh Sippy.





The winners were awarded during the gala awards nite.

The life time achievement award for the conservationists – Prithvi Bhushan was also presented on this occasion. The 2019 Amity University - CMS Prithvi Bhushan Award was awarded to the Waterman of India, Shri Rajendra Singh.

This edition of CMS VATAVARAN was organised in partnership with Indian Himalayas Climate Adaption Programme (IHCAP) of the Swiss Agency for Development & Cooperation, and supported by the Ministry of Environment, Forests and Climate Change (MOEFCC), Doordarshan, IUCN-CEC, Down to Earth, World Wildlife Fund (WWF), Amity School of Communication, Discovery India and National Museum of Natural History (NMNH). Programme

Other Initiatives of CMS VATAVARAN team include:

- ◆ CMS VATAVARAN team attended the World Environment Expo on June 05 – 06, 2019 organized by Indian Exhibition Services and Green Society of India with the support of Ministry of Environment, Forest and Climate Change. The International Exhibition was centered around Environmental Technologies & Eco-Friendly Products. The Expo was hosted in Pragati Maidan, New Delhi (India), from June 05 - 07, 2019

◆ Short Film Competition on Pollution

The Ministry of Environment, Forest and Climate Change (MoEFCC) collaborated with CMS VATAVARAN for the Short Film Competition on Pollution - with emphasis on Air Pollution. The Hon'ble minister Shri Prakash Javadekar announced the 'Call for Entry' of the competition on the World Environment Day conference at hotel Ashok on June 06, 2019.

It was an initiative to highlight the sensitive issue of Pollution and indulge young and talented filmmakers to create films that could help spread and sensitize audience about the hazardous effects of pollution on human beings and on nature. Films up to 3 Minutes were invited on the given theme "Pollution" from the Students (School & College), Amateur and Professional Filmmakers for the Short Film Competition & Festival, 2019.

◆ COP

CMS VATAVARAN was supported MOEF&CC during 14th session of the Conference of the Parties of the United Nations for organizing series of events the India Pavilion. CMS VATAVARAN organized a Panel Discussion on "Cold Desertification in the Himalayan Region: Lessons for Adaptation & Mitigation" September 04, 2019 and Green Film Making Workshop by the eminent and award winning film makers Mr. Gautam Pandey and Ms. Doel Trivedy on September 06 at the India Expo Center and Mart, Greater Noida.

◆ **CMS VATAVARAN team attended the Dehradun International Film Festival from September 06 to 08, 2019.**

◆ A.R.S.D College in collaboration with CMS VATAVARAN organised a film screen alongwith for a lecture on 'Understanding the power of storytelling in environmental protection. On behalf of CMS VATAVARAN Sabyesachi Bharti delivered the lecture.

◆ **Strengthening connections online**

Social Media engagement with our audiences is a continuing process. The **Facebook, Instagram and twitter pages** of CMS VATAVARAN are regularly updated on **environment and wildlife** issues along with promotion of CMS VATAVARAN initiatives & activities.

During the course of the 10th CMS VATAVARAN 2019 and SFCF 2019, festival preparations, details of announcement of call for entry, nomination jury, award jury, programme schedule, etc. were regularly shared on the two social media platforms.

Along with it, the challenge with these platforms was to drive greater engagement with its followers. Posts related

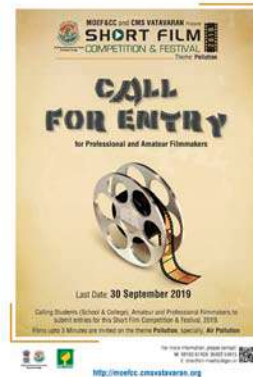
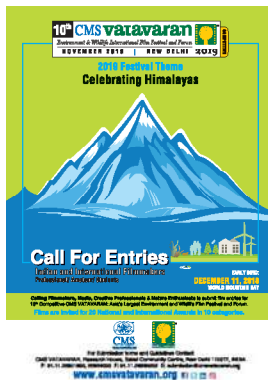
to screenings, achievements of people in the field of environment, team's visit to various programmes, etc. were regularly shared.

Daily updates of the 10th edition of the film festival and forum began by June 2018 with the announcement of the call for entry to submit films.

Active engagements on both the social media platforms were seen during the 10th CMS VATAVARAN 2019 film festival and forum. Live tweets by CMS, partners, participants and journalists using the hash tag #cmsVAT2019 helped us to share regular updates on the simultaneous programmes held in the four-day festival and forum. Facebook was used to share images with a brief on the programmes at the end of the day.

Promos, trailers of the nominated films were all uploaded on YouTube and subsequently shared on Facebook and Twitter.

Through its various social media platforms CMS VATAVARAN has reached to more than 250000 people. During the year 2019 eleven social media campaigns have been initiated and a total 125000 people has been reached through these campaigns.





CMS Communication has made remarkable contribution in development communication in the country. The team experiments with methodologies in developing communication strategies, as well as monitoring their progress and evaluating their impact towards enhancing behaviour & social change. The team provides objective research support to development communication initiatives. Special interest of this team continue to be meaningful entertainment education for children and adults on issues like health, education, hygiene, rights, survival, and other development issues.

Significant Contribution in this year include:

▪ Research Support to Communication initiatives

- ◆ A formative evaluation **of communication processes used for the National Measles Rubella vaccination campaign, for inclusion in Routine Immunization** was conducted in Assam, Gujarat, Maharashtra, Odisha and Uttar Pradesh to determine if, and to what extent, the communication processes have been relevant, effective, efficient, and sustainable (4 OECD DAC criteria). The evaluation for UNICEF identified successful initiatives, collated lessons learnt and provided recommendations for inclusion of these processes in RI. It was to understand ‘what’ worked and what did not – and more importantly, ‘why’ and assisted in identifying and understanding how the campaign was designed to reach out to the farthest and most vulnerable population across the country. CMS conducted desk review, interviewed key informants at state, district and block levels from government and partners including WHO, IAP, IMA, UNDP, Lions Club, Rotary club, UNICEF etc. and conducted FGDs with CBPR among the community to understand the relevance, effectiveness and efficiency of the campaign. Content analysis of communication materials, plans, strategies, budgets were done to understand the sustainability and efficiency of the communication

processes. Recommendations were provided for inclusion of best practices in the RI programme and lessons learnt were documented. This report was rated as ‘Highly Satisfactory’ by the *Universalia* as it exceeded UNEG standards for evaluation reports and provided high degree of reliable information.

- ◆ CMS conducted three rounds of survey among viewers and non-viewers of Main KuchBhiKar Sakti Hoon-3 - a 52-episode TV serial drama on Doordarshan, produced by PFI. The three waves were conducted in Uttar Pradesh, specifically in and beyond the catchment area of *Waqt Ki Awaaz* Community Radio Station. 300 men and women respondents in the age group of 15-29, were contacted in each round. This was a part of a larger research framework to monitor and evaluate audience engagement which include – i) Television ratings monitoring, ii) Audience surveys (repeated measures), iii) Radio listenership statistics, iv) IVRS call logs and unique callers, v) Digital analytics, vi) Website vii) Facebook insights (Account access and traffic statistics), viii) Chatbot (individual data tracking and traffic statistics) and ix) Instagram, Twitter, YouTube (traffic statistics). CMS has been working closely with Dr. Arvind Singhal (Advisor to PFI) and Dr. Hua (Helen) Wang, consultant, and for the first time ever in India used the Galileo approach in survey instrument.



CMS also conducted an End line of the same project for REC and PFI. A viewer non-viewer comparative was considered in this assessment and the objective was to examine the overall differences in knowledge attitude and practices on the sanitation indicators among viewer and non-viewer and measure the impact of the serial on the audience in terms of recall and retention of messages, interpersonal communication, action taken and intention to act in future among the viewers only. This was conducted in Nawada district of Bihar and Amethi district of Uttar Pradesh, 825 men and women, youth (15-24 years) and adults (24-49 years) who have access to television and watch DD1.

▪ **Health Communication Services**

- ◆ The Home based tracking of IUCD clients conducted for EngenderHealth aiming at estimating the continuation rate of interval intra uterine contraceptive device (IUCD) / Post-partum intra uterine contraceptive device (PPIUCD) at different time points post insertion was a challenging exercise. The study also attempted to understand the reasons for discontinuation and assess client's satisfaction and experience regarding availed IUCD services. CMS conducted two rounds of tracking study in 10 districts each from Rajasthan and Gujarat – one in March 2019 (sample 2000), and another in October 2019 (sample 3000) among clients who have availed interval or post-partum IUCD services from project intervention facilities.
- ◆ The End line of EAISI was also conducted in two states to analyse the facility preparedness and capacity to provide quality family planning, including availability of quality service providers, necessary equipment and supplies, effective IP practices, strategies to mitigate supply-side

barriers, attitude of service providers to provide quality FP services and clients satisfaction related to FP services and counselling. The institutional capacity of the health system to carry on the project interventions was documented along with the challenges and lessons learnt over a six-year period. 12 districts in two states were visited to observe 36 facilities, interview more than 200 service providers and interact with 840 clients of IUD service

▪ **Nutrition Studies**

CMS-Assessed the power and Frequency of Marketing of Foods and Non-Alcoholic Beverages to Children in India. This assessment was conducted to evaluate the current policy environment in India and the frequency and power of marketing of High Fat Sugar and Salt (HFSS) foods and beverages to children, so as to identify and address gaps in implementation of existing regulations, and to propose for necessary changes in policy or regulations. The methodology of the study required analysing promotional strategies applied by the manufacturers of HFSS products to reach out to the children and their parents. The extent and power of the marketing strategies were estimated through monitoring the frequency of advertisement in a month and the adspent amount. Policy recommendations were made based on the findings. The methodology of the study entailed secondary review of existing regulations regarding marketing of HFSS foods and beverages to children in India, collection, collation and content analysis of current HFSS foods and beverages advertisements across selected media channels, assessing the influence of various forms of marketing on children and their caregivers, observing marketing practices at point of sale, around schools and on packaging of products



CMS Advocacy

Innovative Engagements & Strategies

CMS believes that research is not an end in itself. CMS, therefore, takes up research findings on issues of national importance by engaging all concerned stakeholders to strengthen the quality of public discourse and inform and influence policy and decision making.

The advocacy team specializes in developing and implementing advocacy campaigns, developing and disseminating knowledge products, strengthening stakeholder capacity through training workshops and field visits, organizing advocacy events, facilitating policy development, creating, building & maintaining advocacy platforms, forums and coalitions creating, building & sustaining strategic partnerships.

The Advocacy programs engage a large number of educational institutions, civil society groups, media institutions and policy makers to bring diverse issues to attention.

Significant Contributions this year by this team include

In the current financial year 2019-2020 CMS Advocacy team organised 10 capacity building workshops in different parts of the country on the issue of climate change, road safety and building energy efficiency for the media persons. For writing, research based and in-depth stories, CMS provided grants to the journalists under different advocacy programs.

- **State-level media workshops on climate change reporting in IHR (IHCAP)**

Jammu & Kashmir workshop, July 9-11, 2019

Himachal Pradesh workshop/field visit - Sept 23-24, 2019

National Media Consultation - Sept 21, 2019

- ◆ With the intention to strengthen journalists' capacities and to provide the much-needed boost to Road Safety legislation, policies, programs, systems, enforcements and awareness through informed reporting, CMS Advocacy, launched a Road Safety Journalists Fellowship program, supported by WHO in June 2019. The program provides grant to media persons for quality

reporting about the different aspects of road safety and thereby, effectively contributing to bringing down the number of deaths and injuries on Indian roads. Twelve journalists were selected for the program from Delhi-NCR, Tamil Nadu and Karnataka. In the three-month Fellowship period [October'19 – January'20] the road safety media fellows were engaged in two orientation workshops, held in Delhi and Bangalore and one field visit with access to experts, mentors and support material for producing three research based stories on road safety. The compilation of the stories has been published and three best stories have been awarded with cash prize.

- **Road Safety Media Fellowship 2019 (WHO)**

New Delhi, October 30-31, 2019

Bengaluru, December 10-11, 2019

- ◆ To build the capacity of journalists to understand and write about energy efficient buildings thereby increasing the awareness among masses to reduce the consumption of energy in the buildings, CMS Advocacy launched a program, Media Engagement Program on Energy Efficient Buildings (BEEP-SDC) in



June 2019. Under the program four training workshops and 12 fellowships grants will be provided to the media persons from all over the country. The objective of the program is to build sustained interest about conservation of energy among general public.

- **Media Engagement Program on Energy Efficient Buildings (BEEP-SDC)**

Rajasthan - November 4-6, 2019

Gujarat - December 19-20, 2019

- ◆ A 15 minutes documentary film on climate change and adaptation measures in tamilnadu was produced.
- ◆ A coffee table book 'Himalayan Odyssey' was developed.
- ◆ A media manual 'Adapting to climate change' was brought out in 2019.

Exposure Visit to Parvathy Valley in Kullu:

- ◆ A two day- field visit to Parvathy Valley and Banjar in Kullu district of Himachal Pradesh was organised on Sept 23-24, 2019 by for the journalists writing on climate change and adaptation. A group of 35 journalists from all over the country working in different media organisation participated in the visit. The objective of the visit was to provide experiential and contextual learning to media professionals about the impact of the climate change. The group visited the Shat Village where a major cloud burst tragedy had occurred in 1994 which led to heavy floods. Media persons also visited the Manikaran Sahib Gurdwara, over the north bank of the Parvathy river where a major landslide hit and killed seven people while many other injured.

Assessment Visit to Leh- Laddakh :

- ◆ To organize a state level media training program in Srinagar, CMS Advocacy, team visited Leh on July 19-22, 2019 to assess the needs and major issues confronting the area related to climate change. The team held several meetings with climate change experts and media persons at Leh. Team visited the SECMOL to discuss its director Mr. Sonam Wangchuk and about his participation in workshop and speaking on the issue of Ice Stupa. Team also visited other institution like Defense Institute of High Altitude Research (DIHAR), DRDO and CBIS, Leh and had a discussion on the issues and impact of climate change.

National Media Consultation on climate change in New Delhi

- ◆ The twin issues of climate change and sustainable development have captured the attention of the government, policy makers, scientist, media and the general public in past two decades. The interest has been sustained due to new scientific developments as well as climate change talks taking place under the umbrella of UN. It has been recognized globally that media has central role in not only in creating awareness about the causes and impacts of climate change, but also in spurring actions by governments and motivating communities to take action. In order to fill this gap CMS advocacy in collaboration with SDC and DST has jointly organised one day National Media Consultation in New Delhi as culmination of three years long media awareness program on climate change. Around 30 journalists writing on environment from all over the country participated in the workshop



CMS Transparency has been providing significant database and momentum to create responsive governance systems in our country. The team will continue to establish links with civil society groups and design campaigns for RTI to further social objectives like transparency in elections, exposing corruption and improving civic services.

Significant contribution this year was the release of its study “2019 Election Most Expensive”:

- ◆ **2019 Election Most Expensive: a report by CMS** was released on June 2, 2019 at the India International Centre (IIC), New Delhi, during a round table discussion on ‘Electoral Reforms Required for Curtailing Rising Costs of Elections in Our Country’. Former Chief Election Commissioner (CEC) of India S Y Quraishi, former IPS officer D R Kaarthikeyan and CMS founder N Bhaskar Rao and P N Vasanti, Director General released the

report. The methodology for estimation was based on a PEE approach (Perceptions, Experiences and Estimation) of enquiry, a method evolved by CMS for estimating corruption in India over years. Key sources for the estimation included campaign activities by parties and candidates, voters’ observation in select constituencies, secondary data on demographic divides, field study and media coverage among others

“Money power has assumed new dimensions in these elections,” and added that the electoral bonds system brought in by the present Union government is an “unmitigated disaster” as far as poll expenditure is concerned”

–Dr S Y Quraishi, former Chief Election Commissioner of India

“In terms of documenting corruption... everyone who works or writes in this area will quote Centre for Media Studies (CMS) “India Corruption Study”. Since this (the study) has now been undertaken for several years, it can be used to benchmark improvements over time too, with “public services” suitably defined by CMS.”

– Dr Bibek Debroy, Member, NITI Aayog

Guidelines for Ethical
Considerations in Social
Research & Evaluation in India



Designed by
ALOK SRIVASTAVA



Centre For Health Studies/Institutional Review Board (CMS-IRB)

New Delhi, India

www.cmsindia.org/cms-irb

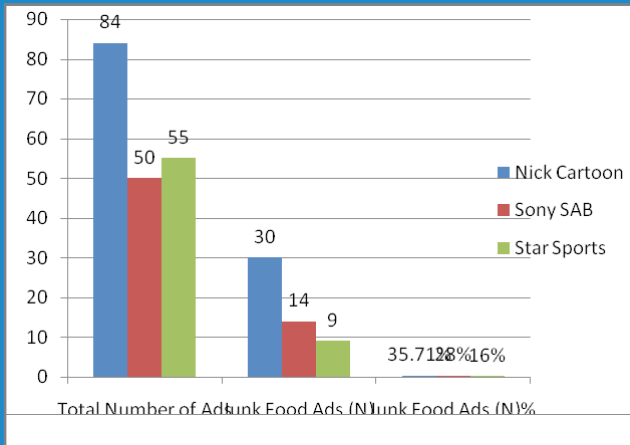
2020

CMS IRB (Institutional Review Board) for Review of Research/ Evaluation (non-clinical) Protocols to Assess Ethical Standards:

- CMS has an internationally accredited Institutional Review Board (CMS-IRB, a registered body since 2007), on ethics for research (non-clinical) involving human subjects. Till date it has reviewed around 121 research and evaluation protocols from ethics lens. (<https://www.cmsindia.org/cms-irb>).



Junk Food (HFSS) Advertisement/ Hour



Source: CMS Media Lab

Significant Contributions by this team in this year include:

CMS Media Lab has conducted innovative research on News Media in India to bring attention to priorities of media in promoting good governance & transparency. This initiative resulted in creation of CMS Media Lab's data bank of nearly 90,000 hours of prime time programs of prominent TV news channels. It is a statistical history of 10 years of TV news trends. This research provides insights on content priorities of public & private broadcaster, policy and regulation of Indian Media for decades. CMS Media Lab captured the evolutionary phase of Indian news media through longitudinal/multiple futuristic research

CMS has the distinction of setting up of the first Media Lab in India that studies trends in both electronic and print media, along with developing strategies, which meet the needs of the media world.

CMS Media Lab Coordinator, Mr. Prabhakar Kumar is a standing member of the Scrutiny Committee that reviews the violations of television channels recorded by the Electronic Media Monitoring Centre (EMMC) under the Ministry of Information and Broadcasting. CMS DG Dr Vasanti Rao is member of the Consumer Complaints Committee (CCC) of Advertising Standards Council of India (ASCI). She represents civil society in self regulatory efforts of ASCI to make advertising more responsible in our country.

findings. New technological transformations in media & communication technologies are bringing structural changes in Indian media landscape towards digital media platforms. This has resulted in explosive growth of digital media platforms coinciding with rising internet penetration and increasing Smartphone ownership/access. CMS Media Lab priorities are more on capturing the trends of emerging media platforms and its impact on our democracy and social behaviour.

CMS Media Lab estimations show that 80-90% content on prime time TV is not gender-sensitive and this has an impact on those who watch these programs. Now digital platforms like Netflix and Hotstar are also there where

there is hardly any regulation. That is why there is a need for consistent research in this area to promote pro-social content to transform our society through entertainment education. CMS Media Lab is conducting research and developing resources on entertainment and emerging media, like guidelines for gender sensitive program, scale for measuring sexualisation in media, gender lessons from media, fake news impact, content quality and priorities of digital media platforms, etc.

In this year, the following analysis was conducted by CMS Media Lab:

- Mapping Content Creation Landscape of Hindi Entertainment Channels
- Analysis of Advertisements in General Entertainment Channel
- Analysis of Advertisement in Kids Channels
- Analysis of Advertisement in Sports Channels



Checklist for Producing Gender Sensitive Program

The Guidelines for Gender Sensitive Programming was adopted on March 8, 2015 and is applicable to all programs on (broadcast) network. This is an attempt to (improve) the (partnership) with UNICEF & Centre for Media Studies (CMS), for making programs gender (sensitive).

A. The Principles

1. Programs should ensure equal representation of women and men.
2. Programs should promote equality and equal opportunities for men and women.
3. Programs should use gender neutral / sensitive language.

B. Checklist

Parameters	Description of Parameters
Tone	Content should reflect the gender role diversity and equality in terms of power, role, money & respect in social, professional and family activities. Gender roles (city, rural, socio-economic, etc.) should not be used as a major factor in determining the plot. Sexes (except same biological entities), the characters should be made as realistic. Characters should not be sexist.
Gender	Behavior of actresses should enhance gender perceptions (e.g., social, family and religious rituals & symbols should question gender roles/identity to portray empowered role of women. Programs and shows should show diversity in responses to a particular life situation.
Genre	Dress of actors or actresses should break gender stereotypes. Diversity in dress of characters help in minimizing stereotyping of a society's socio-cultural values.
Visual	Visual and composition should not show gender discrimination/ objectification on screen. (e.g., actors, actors angle and composition should show gender equality).
Language	Gender sensitive language should be used in script, dialogue and narration.

C. Questions to Check Gender Sensitiveness of a Program

Does this Program / Scene	Mark (0 or 1)
1. Show Gender role diversity / equality	
2. Challenge Gender Identity / Role	
3. Break Stereotype / Show Gender Diversity	
4. Challenge Gender Discrimination in Visuals & Content	
5. Use Gender Sensitive Language	



CMS has a nation-wide network of professionals for undertaking extensive research studies. CMS also works with many institutions in different parts of the country on some projects on a collaborative basis. These systems and arrangements allow CMS to draw upon their expertise in specialised areas, wherever necessary and to undertake field based research surveys in a quick, time-bound and cost-effective manner.

Field Network

- ◆ The CMS staff includes core professionals in various disciplines, supervisory staff and subject specialists. State level organisations have also networked with CMS for field support. CMS has field investigators in about every strategic urban and rural location, working on project basis. This rich pool of human resources enables CMS to undertake time-bound micro and macro studies capable of catering to the multifarious needs of a variety of Partners.
- ◆ The in-depth understanding about geography, rural areas and field situations and the availability of experienced human resources are some of the key advantages of CMS for proposing to undertake large scale sample studies. With the growing experience of conducting such research studies, CMS attaches enormous importance to the Study Ethics, Quality Management and Time Management issues. These are now in-built in the system of CMS's Research Approach.

Methodologies

- ◆ CMS uses a combination of qualitative and quantitative research methods, analytical tools, tracking and feedback studies that are customised to meet partners' needs. Social audit, action research methodologies as well as media content analysis methods, are considered as standards in our research techniques.
- ◆ The 3 S (Size of Sample, Spread of Sample and Selection Criteria) and PEE (Perception, Experience and Estimation) are some unique study methods that have emerged as a result of CMS's initiatives to study complex and dynamic issues



Operation Teams Creating Resource Base

CMS Operation teams are the resource base for all of CMS research, advocacy and capacity building endeavours. It manages four critical operations of the organization including:

- CMS Knowledge Centre
- IT & Systems
- Electronic Data Processing (EDP)
- Administration, Human Resource & Accounts

With a dedicated team, these departments ensure that CMS executes large-scale national and international projects with remarkable efficiency.

The CMS Operation team endeavours to create innovative systems that ensure customised and enhanced delivery of services. Infrastructure development and management of all the three campuses of CMS is also done efficiently by these teams.

CMS Knowledge Centre

As a research organisation, CMS has been in the business of creating and sharing knowledge that is required for policy and strategy decisions. We have consistently focused on sharing this body of knowledge through regular seminars, publications and articles, both internally as well as externally.

The CMS Knowledge Centre will further consolidate and streamline this endeavour by creating more avenues for sharing and using new IT tools. This team will create better systems and means for documentation and retrieval of CMS work through a knowledge management system.

It will also be responsible for better presentation, designing and editing of content. For external communication and sharing, this team create more internet-based information tools. Developing and strengthening media relations will also be in its agenda.

In its own communication efforts, CMS has begun to use its website and social media with a more integrated approach. We now have 4 Facebook accounts CMS, CMS VATAVARAN, CMS ENVIS, CMS Advocacy- more than 5500 friends and 944 followers in Twitter.



The Prof. Everett M. Rogers Knowledge Centre

The centre has over 6600 books and reference reports like Economic Surveys, CMIE, Human Development Reports, National Family Health Survey, Census of India, NSO, NSS, and the Election Commission. It subscribes to a large number of national and regional dailies, magazines and varied journals. Scanning, documentation and analysis of content is done on a daily basis. The centre is more like a "knowledge management centre," where one can access any reference publication or work online from anywhere on any subject. CMS is in the process of becoming a member of various online library networks.

Audio-Video Resource Centre

The CMS Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and developmental issues. It also maintains the master copies of audio-visual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India.

The centre collects, collates and archives these valuable resources held by dispersed organisations and individuals, to effectively disseminate materials/information to connoisseurs, TV Channels, concerned organisations, educators, schools, laypersons, etc., all over the country.

CMS AVRC has a dedicated space at RESEARCH HOUSE, Saket Community Centre, New Delhi, which houses over 3446 films. The AVRC is accessible to schools, colleges, researchers and others during office hours. The facility includes DVD players, Plasma TV sets and a computerised catalogue of films. Special arrangements are made, as and when required, for viewing the films, which are available in Betacam and DVCAM formats.

IT & Systems

CMS IT team performs a variety of functions that ranges from installing applications to designing complex computer networks, information databases as well as management and administration of entire systems. The IT team also helps in the integration of other technologies, such as the use of cell phones, televisions, etc.

CMS uses leased lines for internet connectivity. CMS Research House is fully Wi-Fi enabled with 5 mbps leased line. CMS IT team manages 04 websites of the organisation on different themes, MS also uses CAPI software for offline and online data collection.

CMS IT Team is equipped with the latest infrastructure facilities, like 3 IBM Xeon servers and 1 HP Proliant Mail Server, 1 Dell Storage Server, 1 firewall, 4 Managed Switches, 44 desktops, 6 laptops, 1 HP colour printers, 2 b/w printers, 1 photocopier, 3 NAS Storage, 2 DVRs, 2 scanners, 1 Fax, 43 Tablets etc.

Electronic Data Processing (EDP)

The electronic data processing team specialises in providing data entry, data cleaning, validation and analysis required for preserving large-scale quantitative and qualitative data using both computer assisted personal interviews (CAPI) through tablets and mobile phones as well as the traditional Paper Assisted Personal Interviews (PAPI).

Administration, Human Resource and Accounts

The Administration, Human Resource and Accounts team supports and maintains the systems and resource requirements of various teams so that all the teams run their operations smoothly.

- ◆ CMS is committed to creating and maintaining a secure work environment where it's Employees, Associates,

and Partners can work and pursue objectives together in an atmosphere free of harassment, exploitation and intimidation caused by acts of Sexual Harassment. In this regard CMS laid down committee against sexual harassment and it is made available to all. The organization has zero-tolerance for sexual harassment at workplace. During the year under review there were no cases filed in pursuit to the sexual harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013.

- ◆ Efficiently managed remote servers for web hosting and e-mail services.
- ◆ Implemented revised HR Manual, which includes comprehensive policies on all aspects of HR and systems.
- ◆ Standardisation of recruitment processes.
- ◆ Developed 360-degree appraisal system, which is used once in a year at CMS.
- ◆ Organised staff welfare activities like sports meet, picnics and festival parties.
- ◆ Developed project-based accounting systems.
- ◆ Created incentives/bonus remuneration system.
- ◆ Efficiently handled largescale National projects like India Corruption studies, Election Studies, Maternal and Child Health & Nutrition related evaluations; and Food Security assessments..

Knowledge Products:

The following knowledge products were released or published in this year:

Articles and Research papers

Dr. N Bhaskara Rao

“Poll Surveys Vitiates Democratic Fundamentals” in Transparency Review, a journal of Transparency Studies, Vol. XII, No. 1, July 2019. (https://www.cmsindia.org/sites/transparency/Transparency_Review_july2019.pdf)

“Of content and control – where advertising and PR still” published in VIDURA, October-December, 2019, Volume 11 Issue 4 (https://www.cmsindia.org/sites/default/files/2019-08/Vidura-October-December%202019_Dr%20Rao.pdf)

“Activism in 2020-2025, Influencing Factors” published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Reviving Electoral Democracy” published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Opinion: A Media House Should Come Under RTI On Its Own -- The 12 Commandments For A Trustworthy Press”, published in Outlook India on March 02, 2020.

(https://www.cmsindia.org/sites/default/files/2019-08/india-news-opinion-a-media-house-should-come-under-rti-on-its-own-the-Dr_NB-Rao-02-03-20.pdf)

Dr. P N Vasanti

“Unaware Of Lutyens Media, Delhi Still Trusts Press”, published in Outlook India on March 02, 2020

(https://www.cmsindia.org/sites/default/files/2019-08/india-news-lutyens-media-whats-that_PN_Vasanti-02-03-20.pdf)

Mr. Alok Srivastava

“Invisible workforce needs to be recognized”, published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Financial Inclusion of Women: a way to empowerment”, published in ed. book- Emerging Evaluation Experiences – Way Forward for Achieving Sustainable Development Goal, published by Daya Publishing House, Astral International Pvt. Ltd., New Delhi, 2020 (<https://cmsindia.org/sites/myfiles/Emereging-Evaluation-Experiences.pdf>)

“Live and let live, yes... but in our own style!”, published in VIDURA, October-December, 2019, Volume 11 Issue 4 (https://www.cmsindia.org/sites/default/files/2019-08/Vidura-October-December%202019_Dr%20Rao.pdf)

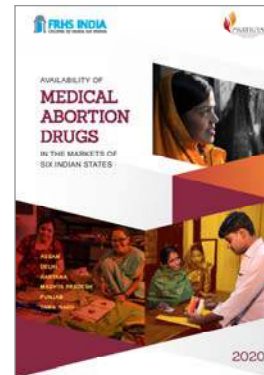
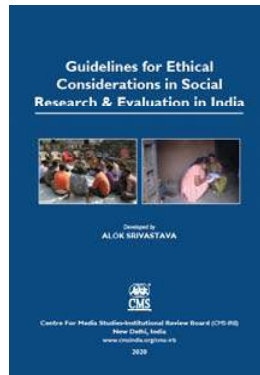
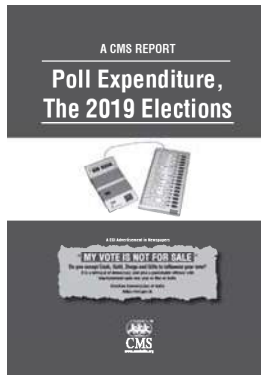
Ms. Annu Anand

“Heading towards the safe roads”, published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

Mr. Mumtaz Ahmed

“Is increasing enrolment in private schools a threat to government schools”, published in Transparency Review, a journal of Transparency Studies, Vol. XII, No. 1, July 2019

(https://www.cmsindia.org/sites/transparency/Transparency_Review_july2019.pdf)



Reports, Monograph, Books and Directories

- ◆ **Availability of Medical Abortion Drugs in The Markets of Six Indian States**
- ◆ **Guidelines for Ethical Considerations in Social Research & Evaluation in India**
- ◆ **A CMS REPORT -Poll Expenditure, The 2019 Elections**

Journals and Newsletters:

Transparency Review - a bi-monthly journal This Journal was initiated by Shri Ajit Bhattacharjea (eminent journalist and former editor TOI, IE & HT) who was also the founder editor since its inception in March 2006. The first issue was released by Ms. Aruna Roy (founder MKSS) at CMS Office. This bimonthly journal covers and tracks issues related to RTI implementation and other such accountability concerns in governance. Dr N Bhaskara Rao (Chairman CMS) and Mr Dinesh Sharma, eminent journalist, regularly write for this publication.

Green Voice - a quarterly newsletter on environment and media 'Green Voice' is a quarterly newsletter of CMS ENVIS with a circulation of more than 3000 individuals and 500

organisations. It has a highly diversified readership such as environmentalists, filmmakers, students, academicians, conservation activists, researchers, media professionals, political activists, lobby and advocacy groups, and similar organizations.

The newsletter has recently been given a makeover with its design and its content, resembling a modern look. It now includes several new segments like exclusive interviews, features and articles. The aim is to share the space with individuals and organizations that are active in the field of advocacy and have been promoting the same through several mediums.

CMS ENVIS Green Media - a daily e-newsletter 'Green Media' is an electronic documentation of news and features which appear in English News dailies in India.

This newsletter, which reaches to more than 8000 email boxes every day, caters to the information requirements of environmentalists, wildlife enthusiasts and experts, conservationists, activists, researchers, media professionals, filmmakers, political activists, NGOs/scientific organisations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner.

Ricky unplugged



Ricky Ayer won a Grammy Award back in 2015 for his album 'Words of Samara', which also won #1 on the US Billboard New Age Album chart in 2014.



© Ricky Ayer

The hills are (barely) alive with no sound of music, and climate change is too. Good thing our music, and

HT member wins award for reporting on environment

HT Correspondent Anshuman Singh



NEW DELHI: An environmentalist from the Hills Station for Media Studies, Journalism, Environment and Sustainable Development (HSMSE) has won an award for his reporting on environment. Anshuman Singh, HT Correspondent, was awarded the award for his reporting on environment. He was recognized for his reporting on environment.

'सीएमएस वातावरण' फिल्म फेस्टिवल समाप्त

जनसत्ता संवाददाता नई दिल्ली, 30 नवंबर।

जलवायु परिवर्तन पर वैश्विक सम्मेलन की तैयारी के बीच दिल्ली में एशिया का सबसे बड़ा हरित फिल्म फेस्टिवल सीएमएस वातावरण शनिवार को समाप्त हो गया। चार दिवसीय इस सम्मेलन में वन्यजीव, आर्क-थवा सहित समूचे पर्यावरण को बचाने पर फिल्मों व व्याख्यानो के माध्यम से चर्चा की गई।



J&K Third Most Flood Prone State in India: Experts

(MENA) - Kashmir Observer (SRINAGAR) — J&K flood prone state in India, experts said on Tuesday. The experts were speaking at a three-day workshop persons in the area of 'climate change' and in an adaptation here.

The workshop thematic climate change reporting organized by the Department of Science and Technology, Srinagar.

3-day workshop on 'climate change reporting' concludes

SRINAGAR, J&K, Nov 29 (ANI) — A three-day workshop on 'climate change reporting' concluded here on Thursday.

The three-day media workshop on climate change, jointly organized by the Centre for Media Studies (CMS), the India Himalayas Climate Adaptation Programme (IHCAAP) and the state Department of Ecology, Environment and Remote Sensing, concluded here on Thursday.

जलवायु परिवर्तन के लिए मनुष्य सबसे अधिक जिम्मेदार : प्रभु

4 दिवसीय 10वां 'सीएमएस वातावरण' फिल्म फेस्टिवल शुरू। नई दिल्ली, 27 नवंबर (प्रभास)। 'मनुष्य ही सबसे अधिक जिम्मेदार है जलवायु परिवर्तन के लिए'।



The workshop thematic climate change reporting organized by the Department of Science and Technology, Srinagar.



Two short films from U'khand nominated in Asia's biggest green film festival

Two short films from U'khand have been nominated in the 10th CMS Vatavaran international film festival to be held from November 27 to 30, Koshihara.

The films are 'The Forbidden Fruit' directed by Rashika Radhakrishna Tyagi and 'U'khand' directed by Shrinivas Oli. The films are nominated in the film fest. Said to be the biggest green film festival in Asia, this event will be organized in the national capital by CMS Vatavaran with the support of the Ministry of Environment, Forest and Climate Change.

Training Program on climate change to be organised in Srinagar

SRINAGAR, J&K, Nov 29 (ANI) — A three-day workshop on 'climate change reporting' will be organized in Srinagar from July 29, 2019 to July 31, 2019.

The inaugural session of the workshop will be addressed by senior government officials like Vicer Kanwar, Advisor to Governor, J&K State, B Siddhartha Kumar, IAS, PCF & Director, Department of Ecology, Environment and Remote Sensing, J&K, Sonam Lata, Director, India Meteorological Department, Srinagar and Sonam Wangyal, Founder and Advisor, The Student Educational and Cultural Movement of Ladakh (SECML), said the statement.

It said the workshop is being jointly organized by Centre for Media Studies (CMS), India Himalayas Climate Adaptation Programme (IHCAAP) of Union Agency for Development and Cooperation (SDC), and Department of Science and Technology (DST).

The three-day media workshop on climate change, jointly organized by the Centre for Media Studies (CMS), the India Himalayas Climate Adaptation Programme (IHCAAP) and the state Department of Ecology, Environment and Remote Sensing, concluded here on Thursday.

सीएमएस वातावरण फिल्म फेस्टिवल में दुनिया भर की 77 फिल्में

November 29, 2019 • टिप्पणियाँ

दुनिया भर की अलग-अलग हिस्सों में से 77 फिल्म समारोह आयोजित किए जाने वाले हैं। लेकिन दुनिया से कुछ एक ही हैं जिन्होंने अपने अलग-अलग क्षेत्रों के पहले के फिल्मों में वातावरण का विषय उठाया है। फिल्मों में वातावरण का विषय उठाने वाले फिल्म फेस्टिवल जो 27 से 30 नवंबर तक दिल्ली के जलवायु फिल्मों में अंतर्राष्ट्रीय फिल्म समारोह में आयोजित किया जा रहा है। अपने दुर्लभ बरस में पहुंच चुके इस प्रसिद्धी फिल्म समारोह में इस साल दुनिया के 60 देशों से एक हजार से भी ज्यादा फिल्में आईं जिनमें 77 फिल्मों को प्रदर्शन के लिए चुना गया है। न. पर्यावरण, जीविका जैसे विषयों पर आधारित ये फिल्में तीन मिनट से की अधिक की हैं जिनमें से 20 फिल्मों को नई अलग-अलग वर्गों में भी किया जा रहा है। इस बार के फिल्म समारोह की थीम हिमालय है। एकरा का पर्यावरण और वन भंडारण भी इस फिल्म समारोह के साथ जुड़ा जिनमें फिल्मों के प्रदर्शन के अलावा वातावरण से जुड़े विभिन्न विषयों पर विद्वानों और भी होगा।



CMS VATAVARAN Asia's largest Green Film Festival & Forum

Media Presence

Motivated to Make a Difference

The prolific media coverage reflects the significance of CMS programmes; it helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered around 200 articles and quotes published in the country's leading National and Regional newspapers from 2019-20.

National Newspapers that covered CMS activities included 35 leading media houses like The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The

Business Standard, The Pioneer, The Economic Times, The Straits Times, Financial Express etc. CMS initiatives were widely covered around 60 Regional Newspapers also, including Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi etc.

Efficiently handled largescale National projects like India Corruption studies, Election Studies, Child Labour evaluations and Food security assessments.

CMS VATAVARAN was covered widely by a range of national and regional dailies.



Leadership

CMS Managing Committee and Advisory Council includes luminaries of the country from different fields. The Managing Committee looks into the overall management and operations of the organization while the Advisory Council guides the organization towards making it more relevant and effective to the challenges faced by our society today. The participation of these eminent personalities has enabled CMS to grow from strength to strength and forge ahead in its unique mission and standing in India. The CMS Managing Committee met for taking stock of efforts and overall guidance. The meeting was held on October 18, 2019

The CMS Annual General Meeting which includes Advisory Council Members and Managing Committee was held on October 18, 2019.

CMS-Managing Committee

Dr. N. Bhaskara Rao, Internationally known Media Expert and Social Scientist

Dr. P. N. Vasanti, Behavioural and Social Researcher

Ms. Ditti Singh, Management Consultant

Shri N K Mathur, Former Special Secretary to Gol

Ms. N. Bharati, Development Consultant

Dr. G Lakshmi Kumari, National Scientist and Former Senior Professor, NIHFV

Prof. M K Premi, Demographer, Former Senior Professor, JNU

Shri Vinod Vaish, IAS (Retd), Former Secretary, Dept. of Telecom, Gol

Dr Reena Ramchandran, Former Bureaucrat, Gol, Strategic Advisor - Innovation University Project

Shri Rammohan Rao Kakani, Retd Dy Advisor – Planning Commission

Prof. Rakesh Batabyal, Author and Professor, JNU

The Advisory Council Includes

- **Mr Alok Mehta**, Eminent Editor
- **Ms Asha Das**, IAS (Retd.), former Secretary Ministry of Women and Child Development
- **Ms Asha Swarup**, IAS (Retd.), Chief Secretary, Himachal Pradesh.
- **Mr D. R. Kaarthikeyan**, Former Director CBI
- **Mr H K Dua**, Eminent Editor, Ex MP (Rajya Sabha)
- **Dr. Mohini Giri**, President, Guild of Service
- **Mr N Vittal**, IAS (Retd.), former Chief Vigilance Commissioner (CVC)
- **Dr. S. Venkat Narayan**, Senior Journalist, former Editor India Today
- **Mr S. D. Saxena**, former Director (Finance), BSNL
- **Mr S. Naveen**, Market Researcher
- **Dr. Shanti Swarup Medasani**, Scientist
- **Mr Kiran Karnik**, Former President, NASSCOM
- **Mr Rajendra Singh**, founder Tarun Bharat Sangh
- **Mr R S Butola**, former Chairman PetroFed & IOC
- **Mr Ramesh Sharma**, Eminent Film Maker
- **Mr Samar Singh**, IAS (Retd.), President - Samarpan Foundation; Tourism and Wildlife Society of India | Trustee - Foundation for Ecological Security; Duleep Matthai Nature Conservation Trust
- **Dr. Shyam Benegal**, Ex MP (Rajya Sabha), Eminent Film Director
- **Mr Sudhir Chandra**, IRS, former Chairman Central Board of Direct Taxes
- **Ms Usha Bhasin**, Channel Head, Art and Culture, Doordarshan, India
- **Ms. Usha Rai**, Eminent Journalist
- **Dr U N B Rao**, IPS (Retd.), Chairman of Urvi Vikram Charitable Trust
- **Prof. Y S Rajan**, former Principal Advisor, CII

CMS Professionals

Dr. N Bhaskara Rao, Chairman, CMS
Dr. Vasanti Rao, Director General, CMS
Ajay Kumar Singh, Senior Manager - Field Operations
Alok Srivastava, Director - CMS Social
Anand Anjani Jha, Sr. Manager, CMS VATAVARAN
Anil Kumar, Senior Research Executive
Anisur Rahman, Team Leader (WASH) - Consultant
Annu Anand, Director – CMS Advocacy
Ashish Pandey, Executive - Field Operation
Bhavna Sharma – Consultant
Dharam Pal Jamwal, Senior Office Assistant
Dipendra Bansh Mishra, Senior Manager - IT
Gaurav Bhatia, Senior Executive - IT
Jai Kishan Sharma, Office Assistant
Jitendra Prasad, Manager - Field Operations
Kalpa Sharma, Research Manager
Kavita Rakheja, Manager – Cordination (Vatavaran) & KM
Lal Singh, Senior Office Assistant
Mumtaj Ahmed, Deputy Team Leader
Narendra Kumar Bhatt, Head - Field Operations - Consultant
Neel Kamal, Executive - EDP
Niti Kumari, Sr. Executive - Advocacy

Ojaswini Bakshi, Research Executive- Communication
Paramita Dasgupta Mazumdar, Director - CMS Communication
Pawan Kumar, Executive - Field Operation
Prabhakar Kumar, Coordinator - Consultant
Prachi Sharma, Research Executive
Pradeep Kumar Tiwari, Executive - EDP
Preeti Kashyap, Executive, Envis
Purva Sachdeva, Executive - Advocacy
R Rajamani, Pantry Assistant
Raj Kumar, Executive - CMS VATAVARAN
Ravindra Singh Thakur, Executive - Office Maintenance
Regi. V. John, Head - HR & Admin
Sabyesachi Bharti – Senior Festival Manager
Sanjay Kumar Singh, Executive – Field Operation
Sheetal Arora, Front Office - Executive
Shivani Chaudhary, Senior Executive- HR
Shivesh Kumar, Executive - Field Operation
Sukanta Kumar Sahoo, - Sr. Manager Accounts/ Finance
Suraj, Executive
Tulsi Goar, Sr. Executive - Communication
Vivek Kumar, Executive - EDP
Ziaul Arfin - Graphic Designer, Consultant



Participation in other events and initiatives

- ◆ Dr Vasanti attended a Netherland embassy's National Day on April 30, 2019 at Ambassador Residence, New Delhi.
- ◆ Dr Vasanti moderated conversation with Mr. Pankaj Pachuri, Editor – GO News for curtain-raiser of UNECO's celebration of World Press Freedom Day 2019 at Facebook's studio on April 23, 2019.
- ◆ Dr Vasanti was one of the panelist in the observance of World Press Freedom Day in Male, Maldives organised by UNESCO in partnership with Facebook on 2 May 2019. The #WPFD2019 theme was Journalism and Elections in times of disinformation. A panel discussion was held among media stakeholders.
- ◆ Ms Annu Anand attended Online Evaluation Meet conducted for the media persons to access the impact of climate change stories on May 21, 2019
- ◆ CMS VATAVARAN team attended the World Environment Expo on June 05 – 06, 2019 organized by Indian Exhibition Services and Green Society of India with the support of Ministry of Environment, Forest and Climate Change. The International Exhibition was centered around Environmental Technologies & Eco-Friendly Products. The Expo was hosted in Pragati Maidan.
- ◆ Ms Annu Anand participated in the release of report on Poll Expenditure, The 2019 elections, June 03, 2019
- ◆ Ms Annu Anand participated in Women's parliamentarian meet at New Delhi on June 26, 2019.
- ◆ Mr. Alok Srivastava took a session on 'Designing of Instruments for Child Labour Identification Survey' during Training Workshop for NGO representatives on Identification of Child Labour organized by VV Giri National Labour Institute, Ministry of Labour & Employment, Gol on July 2, 2019
- ◆ Ms Annu Anand attended Meet the author, Ms. Arundhathi Roy on July 23, 2019.

- ◆ Dr Vasanti attended a Closed Door Interaction for Media & Entertainment Industry on 23 July 2019 on at Indo Global Social Service Society (IGSSS), New Delhi organized by CII. Mr. S K Gupta, Secretary and Mr. Sudhanshu Pandey, Additional Secretary, Department of Commerce, Ministry of Commerce & Industry was also part of the interaction.
- ◆ Mr. Anisur Rehman attended 2-day Interactive workshop of ‘National Level Monitors’ at Shimla, Himachal Pradesh on July 29-30, 2019, organized by the Ministry of Rural Development, GoI
- ◆ Mr. Alok Srivastava attended a National Workshop on the ‘Role of Technology in Improving Health, Nutrition and Family Planning Outcomes’, organized by Digital Green and USAID in New Delhi on September 3, 2019
- ◆ CMS VATAVARAN team attended the Dehradun International Film Festival from September 06 to 08, 2019.
- ◆ Ms. Paramita Dasgupta Mazumdar conducted a session on “Importance of feedback” with a group of 21 Indian Information Services (IIS) Officer Trainees of the 2018 batch who are currently interning in BOC (DAVP) on September 17, 2019.
- ◆ Dr. Vasanti attended a workshop on “Environment and Disaster Management” on December 13, 2019 organized by NCR Planning Board at India Habitat Centre, New Delhi
- ◆ Ms Annu Anand attended Road Safety event – A deliberative multi-stakeholder discussion with key changemakers, influencers, players and policymakers to discuss best practices, challenges and opportunities organised by SRFG on December 2019.
- ◆ Dr Vasanti participated as a keynote speaker in the workshop on “Combating Fraud activities using Data Science” (CoFADof) on January 11, 2020 organized by IIITD Delhi. The workshop focus on the topics like combating fake news, misinformation, disinformation etc.
- ◆ Dr Vasanti participated as a speaker in the roundtable on “Trust and Security Roundtable 2020” organized by BOOMLive in collaboration with Microsoft Research India on January 22, 2020 at Bangalore. The themes of misinformation range from social and political to health and medicine. Often, it focuses on products and services and thereby plays a role in affecting businesses and their reputations. Thus, the paradigm of trust has shifted dangerously. Regaining and building this trust is the collective challenge for publishers, technology functionaries, public policy and governments everywhere.
- ◆ Dr. Vasanti attended a workshop on “Safety and Security” on January 13, 2020 organised by NCR Planning Board at India Habitat Centre, New Delhi
- ◆ Dr. Vasanti attended an Annual Conference of EU India Think Tanks Network entitled EU-India: Strategic Partners in 2020 and beyond organised by Delegation of the European Union to India on January 14, 2020 at the Taj Palace Hotel, Delhi.
- ◆ Mr. Alok Srivastava, as a core group member of Evaluation Community of India (ECOI), participated in ECOI’s EvalFest 2020, organized during February 12-14, 2020 in New Delhi, India. CMS was one of the partner organizations.
- ◆ Dr Vasanti participated in the session as a discussant in the panel on “Role of Media in Evidence based Policy Making” in EvalFest 2020, organized by Evaluation Community of India in collaboration with CMS and other partners during February 12-14, 2020. The conference aims to provide an opportunity for sharing knowledge and best practices in evidence building for achieving SDGs.
- ◆ Ms Annu Anand participated in media roundtable discussion When I was Trolled held in Delhi on March 12, 2020
- ◆ ECOI - Para Dan presented a poster in ECOI on the Galileo model of cognitive mapping in introduction Assessment.



Financial Summary

CMS is registered under the Societies Registration Act XXI of 1860 as a not-for-profit organisation. It is registered u/s 12A of the Income Tax Act, 1961, and getting exemption under section 11 (1) (a) of Income Tax Act, 1961. It is also registered under FCRA Act, 1976, and under section 80G of the Income Tax Act, 1961.

CMS adopts all the accounting standards & auditing procedures prescribed by the Institute of Chartered Accountant of India. The in-house internal control system is commensurate with the nature of activities carried out by CMS. The Accounting system maintains separate ledger accounts for each project, in terms of amount received and its utilization.

Dr. P N Vasanti, Director General, chairs the internal audit team. An independent external auditor is appointed each year. The financial transactions are audited by this external auditor, who submits an audit report in form No. 10B of the Income Tax Act, 1961.

Balance sheet details*	FY 2019-20
Total Income	Rs 5,87,01,278.00
Revenue Expenses	Rs 5,76,22,368.03
Depreciation**	Rs 27,26,806.00

(*from Audited Statement of Accounts)

(**from FY 2017-18 Capital Expenditure replaced by Depreciation in the Audited Statement of Accounts)



CMS Partners

Partnership is one of the fundamental pillars of all CMS initiatives. It believes in making a difference that is sustainable through a journey that joins as many hands together. CMS has worked with International and National Partners to execute over 24 projects between 2018-19.

CMS gratefully acknowledges all the Partners for supporting its activities.

CMS works with diverse stakeholders, and therefore its partners include various Ministries of the Government of India, Multilateral/ bilateral organisations, State Governments, Foundations/Associations/ non-profit organisations/coalitions, Corporations, International Associations and Agencies, Media Organisations.

Celebrations and Recreational events at CMS:

CMS staff celebrated the 80th birthday of their founder chairperson Dr. N. Bhaskara Rao on Jan 30, 2020. A galaxy of CMS friends from different walks of life joined the staff to wish Dr. Rao on the occasion. A website showcasing the body of work of Dr Rao was launched during the event. Friends and associates of Dr. Rao recalled his contribution during his 50 years long journey as a social researcher and media communicator.



Picnic Trip

A picnic trip to Bahadurgarh farm was organised by the HR team on Feb 15, 2020. Most of the staff members participated in this recreational trip and had a great fun visiting the farm house and to have a feel of rural life!

Other than this the staff enjoyed the Holi, Diwali, Independence Day celebrations like every year.



P N Vasanti, Ph. D

With input from:

Alok Srivastava, Paramita Dasgupta, Annu Anand

Compilation - Kavita Rakheja

Design - Zia Arfin

Photographs - Photos taken by the staff

For Details on Projects, Programmes and Initiatives:

Ms. P N Vasanti, Ph.D

Director General

E: pnvasanti@cmsindia.org

RESEARCH HOUSE, Saket Community Centre
New Delhi 110 017

P: 91 11 2685 1660

91 11 2686 4020

F: 91 11 2696 8282

E: info@cmsindia.org

www.cmsindia.org

Follow us

